## Notice of References Cited

Application/Control No. 09/741,136	Reexaminati	Applicant(s)/Patent Under Reexamination HERZEN ET AL.	
Examiner	Art Unit		
Frantzy Poinvil	3628	Page 1 of 1	

## U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-6,251,017 B1	06-2001	Leason et al.	463/42
	В	US-5,963,647 A	10-1999	Downing et al.	705/39
	С	US-5,774,879 A	06-1998	Custy et al.	705/35
	D	US-5,909,673 A	06-1999	Gregory, Edward M.	705/45
	Ε	US-4,689,742	08-1987	Troy et al.	463/25
	F	US-			
	G	US-			-
	Η	US-			
	ı	US-			
	J	US-			
	К	US-			
	L	US-			
	М	US-			

## FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	Z					
	0					
	Р					
	Q				·	
	R					
	S					
	Т	-				

## **NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	υ	Srinivasan et al., "Concepts and Strategy guidelines for designing value enhancing sales promotions", The Journal of Product and Brand Management., Santa Barbara: 1998, Vol. 7, Issue 5, page 410.
	v	Leasure, "Couponing's Continuing Evolution", Buffalo News, Buffalo, NY: December 2, 1998, page D 4.
	w	"\$300 Rebate Offered on CD Rocket 8X CD-Recorder", CD Computing News, Boston: December 1, 1998, Vol. 1'2, Issue 12, page 1.
	х	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.